

From: "Dunavant, Michael \(\USATNW\)" <Michael.Dunavant@usdoj.gov>
To: "William Gibbons (wgibbons)" <wgibbons@memphis.edu>
Date: 12/21/2017 9:14:54 AM
Subject: FW: WREG letter

Bill,

I forwarded your email regarding possible federal funding to our National PSN Coordinator at Main Justice. Please see his response in the email below.

We will continue to work together on these resources and initiatives, and I am in full support of your idea.

D.Michael Dunavant
United States Attorney
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167 North Main Street, Suite 800
Memphis, Tennessee 38103
(901) 544-4231 office
Michael.Dunavant@usdoj.gov



From: Meinerio, Seth Adam (USAEO)
Sent: Thursday, December 21, 2017 7:08 AM
To: Dunavant, Michael (USATNW) <MDunavant@usa.doj.gov>
Cc: Cook, Steven H. (ODAG) (JMD) <Steven.H.Cook@usdoj.gov>; Shappert, Gretchen (USAEO) <GShappert@usa.doj.gov>
Subject: RE: WREG letter

Good morning, Michael:

Good to hear from you again!

Currently, the primary funding source for districts PSN media campaigns is PSN grant money. The WD-TN has been fairly successful in applying for these competitive grants in the last few years, so if the district applies for an FY 18 grant, it would be up to your PSN steering committee to designate a portion of the grant budget for a media campaign. We are hoping that the Office of Justice Programs, Bureau of Justice Assistance will announce an FY 18 PSN grant solicitation next month, but so much is up in the air with the budget right now. (We might not even be open for business after tomorrow.)

There has been some talk of dedicating part of the overall PSN budget to a media campaign. Again, this would depend on what the overall PSN budget will be, and that is still uncertain.

On another front, we hope eventually to have a bank of approved, ready-to-use media that all districts can employ in media efforts, whether on the USAO websites, in pamphlets, on broadsides, or possibly through PSAs. If that comes to fruition, we will let all the USAOs know that the media are available on the [PSN Toolkit](#).

I'll let you know if we have any other ideas for you. Until then, Happy Holidays!

/// SETH ADAM MEINERO ///

National Violent-Crime and Narcotics Coordinator

Executive Office for United States Attorneys

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To access the new PSN Toolkit, please click here: <https://portal.doj.gov/eousa/EO/PSN/Pages/default.aspx>

For other violent-crime resources, check out EOUSA's Office of Legal and Victim Programs intranet site at:

<http://usanetsp.usa.doj.gov/staffs/olvp/Pages/ViolentCrime.aspx>

For access to Project ASSIST, EOUSA's resources to combat the "Stop Snitching" issue, Ctrl + click on the icon below:



From: Dunavant, Michael (USATNW)

Sent: Wednesday, December 20, 2017 5:54 PM

To: Meinero, Seth Adam (USAEO) <SMeinero2@usa.doj.gov>; Cook, Steven H. (ODAG) (JMD)

<Steven.H.Cook@usdoj.gov>

Subject: FW: WREG letter

Mr. Meinero and Mr. Cook,

I have previously forwarded to you the information and examples from our local gun crime deterrence advertising initiative that is being used here in Memphis, with help from the City of Memphis, Memphis/Shelby County Crime Commission, and our other law enforcement partners. We are continuing to look for ways to increase the frequency and footprint of this advertising message in Memphis and West Tennessee.

Below you will see an email from Bill Gibbons, Executive Director of the Crime Commission and the UM Public Safety Institute, who has previous experience with the original PSN model from his days as District Attorney in Memphis. During that first PSN Task Force initiative, he recalls that there were funds available and used to support the advertising and messaging at that time. As you can see, he wants to recreate that funding support from our reinvigorated PSN effort now, and use such resources to leverage private donations.

Can you advise whether there is any federal funding available in the PSN program for this use and purpose? I think that we have a good product here in Memphis, and I would like to support and enhance it during our PSN efforts.

Thank you for your assistance.

D. Michael Dunavant
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From: William Gibbons (wgibbons) [<mailto:wgibbons@memphis.edu>]
Sent: Wednesday, December 20, 2017 11:19 AM
To: Dunavant, Michael (USATNW) <MDunavant@usa.doj.gov>
Cc: Laurenzi, Larry (USATNW) <LLaurenzi@usa.doj.gov>; Jim Strickland <jstrick212@aol.com>; Amy Weirich <amy.weirich@scdag.com>
Subject: Fw: WREG letter

Mike,

I was going through my old files and ran across this form letter sent to various media outlets running the GUN CRIME IS JAIL TIME advertising.

You will recall we used federal PSN grant funds for that effort and leveraged those funds to, in turn, get private donations. We got Senator Alexander to come and make a pitch to the private business reps. to participate.

If you could interest DOJ in providing some funding for the FED UP campaign, I think we could get Senator Alexander to once again help us make a pitch to the business community for support.

Bill Gibbons

Executive Director
Public Safety Institute



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From: Sharon Walker <swalker@memphiscrime.org>
Sent: Wednesday, December 20, 2017 10:32 AM
To: William Gibbons (wgibbons)
Subject: WREG letter

As requested Sam

/sssss